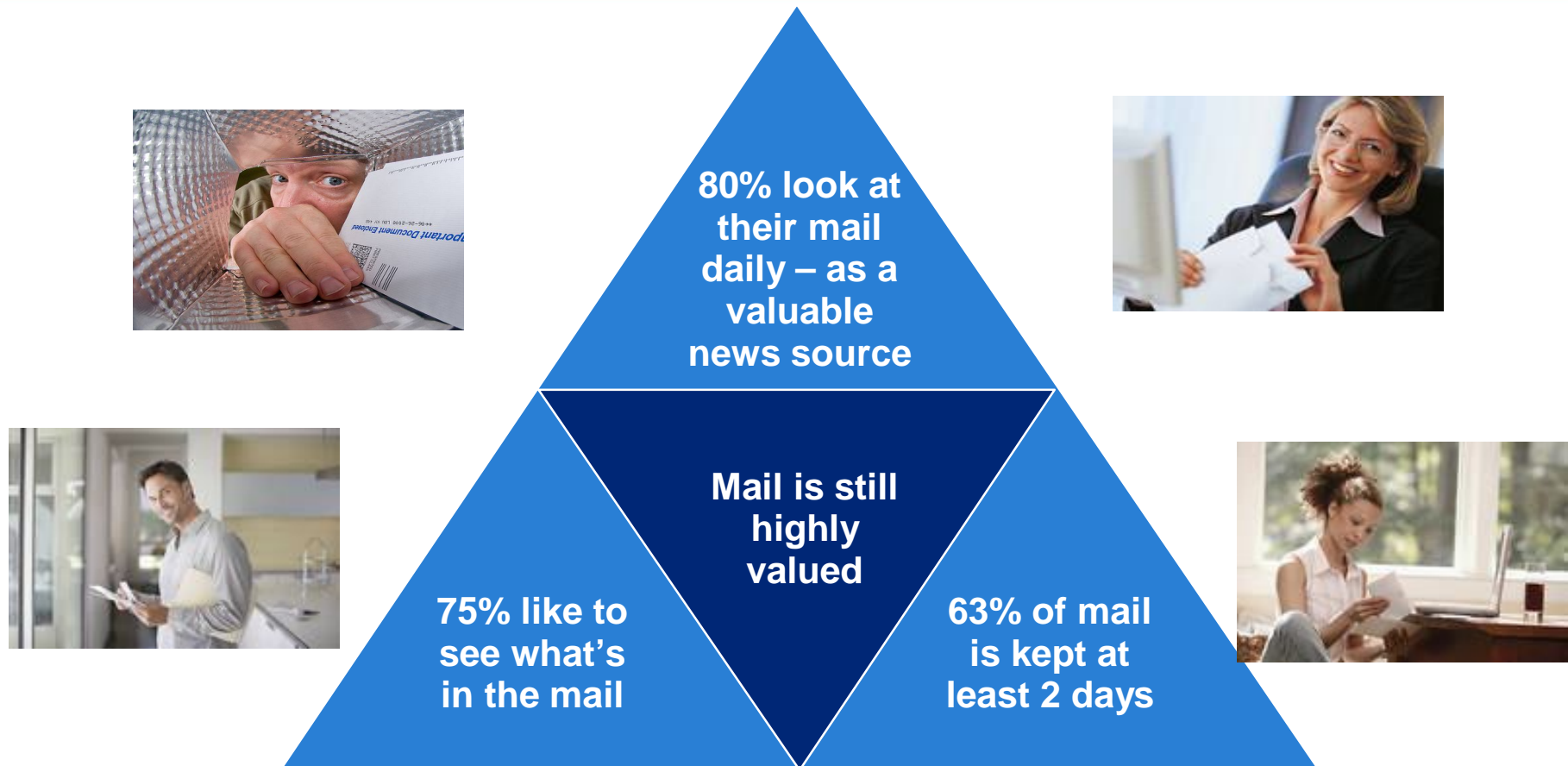


# **Mail Innovations and 2014 USPS Promotions**

**December 12, 2013**

**Mailing Services  
New Products & Innovation**

- **The Value of Mail**
- **Future of Mail: Mail and Mobile Connections**
- **USPS Promotions**
- **Questions**



***Current youth (ages 15-35) attitudes are just as strong: 79% sort mail at the first opportunity, 72% would like to receive more personal mail and 67% scan their mail looking for important/interesting mail.***

Source: USPS 2011-2012 Mail Moment Survey

## **Better Return On Investment**

- 65% of consumers have made a purchase as a result of direct mail
- 37.5% say direct mail is best for customer retention
- 31.3% say direct mail is best for customer acquisition



Source: Target Marketing Annual Media Usage Forecast, March 2013; Exact Target 2012 Channel Preferences Survey, February 2012; Mail Moment Survey, USPS 2011-2012

## Changing Marketplace



- PC shipments down 15% in 2013  
-- [\*IDC, Dec 2013\*](#)

## Mobile Commerce on the Rise

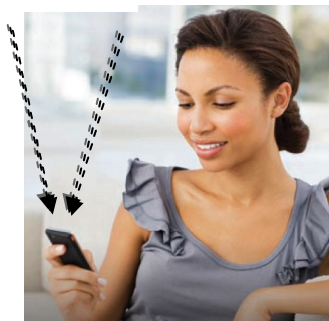


- 1.8 billion smartphone and tablet sales predicted worldwide for 2013 -- [\*Gartner, Nov. 2013\*](#)
- Mobile commerce sales increased 81% in 2012, to nearly \$25 billion and expected to reach \$42B in 2013  
-- [\*eMarketer, Sept. 2013\*](#)
- Purchases using smartphones or tablets on CyberMonday nearly doubled compared to last year, with more than 1/3 of all online sales being made on mobile devices - [\*IBM, Dec 2013\*](#)

## Call to Action



## Capture



## Resulting Action



**Mobile-on-Mail campaigns require a call to action, mobile technology to capture the offer, and a resulting consumer action.**



## Embrace technology, encourage mail integration.

Mobile Barcode



Image Recognition



Augmented Reality



NFC



### Strategy

- Drive long-term product value
  - Relevance
  - Effectiveness
  - Responsiveness
  - Engagement

- Lead innovation
- Accelerate best practices

- Promote awareness and engagement

### Targets

- Marketers and business customers

- Consumers

**2011  
Mobile  
Barcode  
Promotion**

**2012  
Mobile  
Commerce  
and  
Personalization  
Promotion**

**2012  
Holiday  
Mobile  
Shopping  
Promotion**

**2013  
Promotional  
Calendar**

**July-Aug 2011**

**July-Aug 2012**

**Nov 2012**

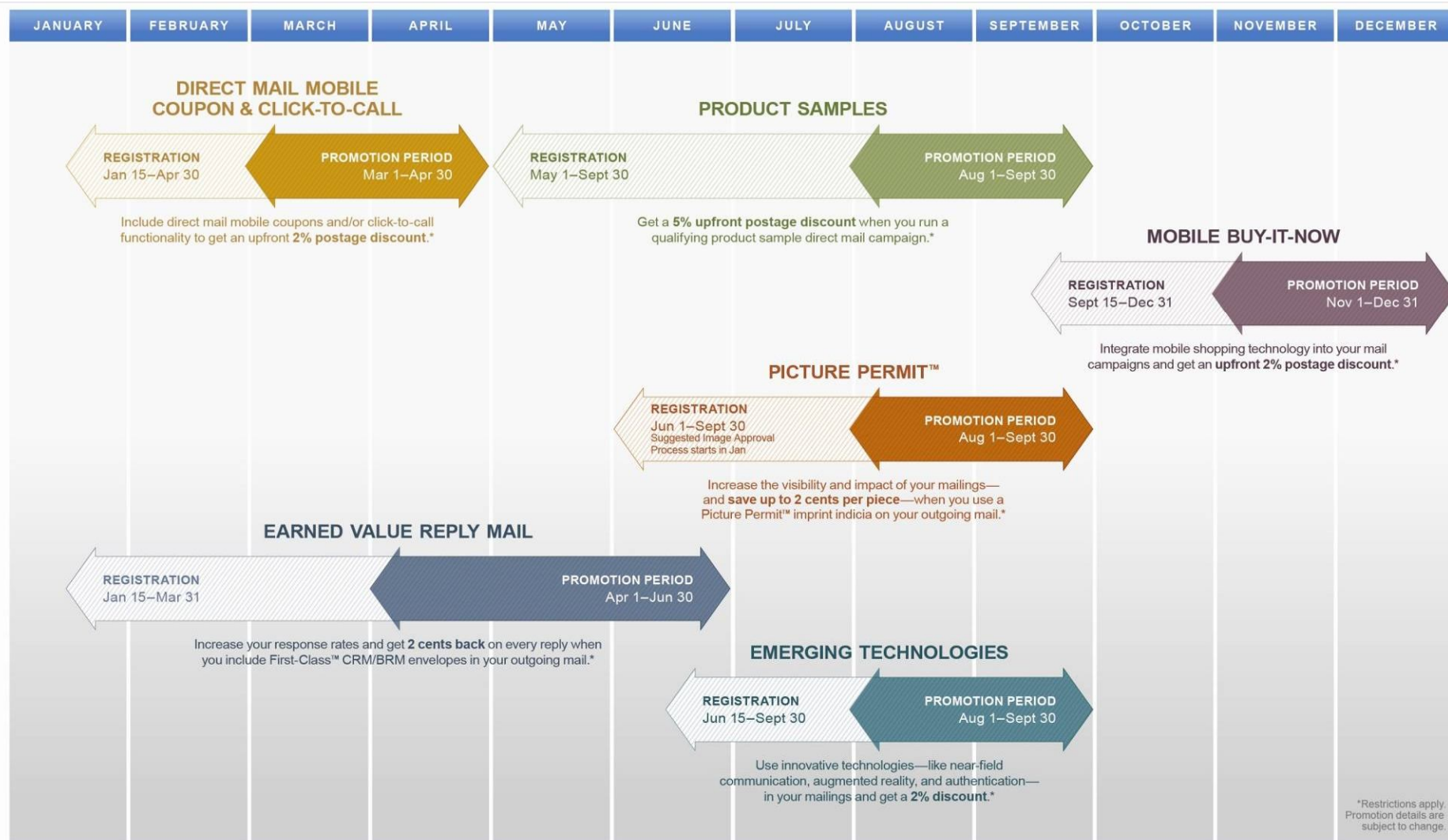
**2013**

### **Program Learnings and Growth:**

- Mailers need time to prepare
- Increasing emphasis on best practices
- Encourage different uses of mobile technology integration
- Encourage mailers to try new things

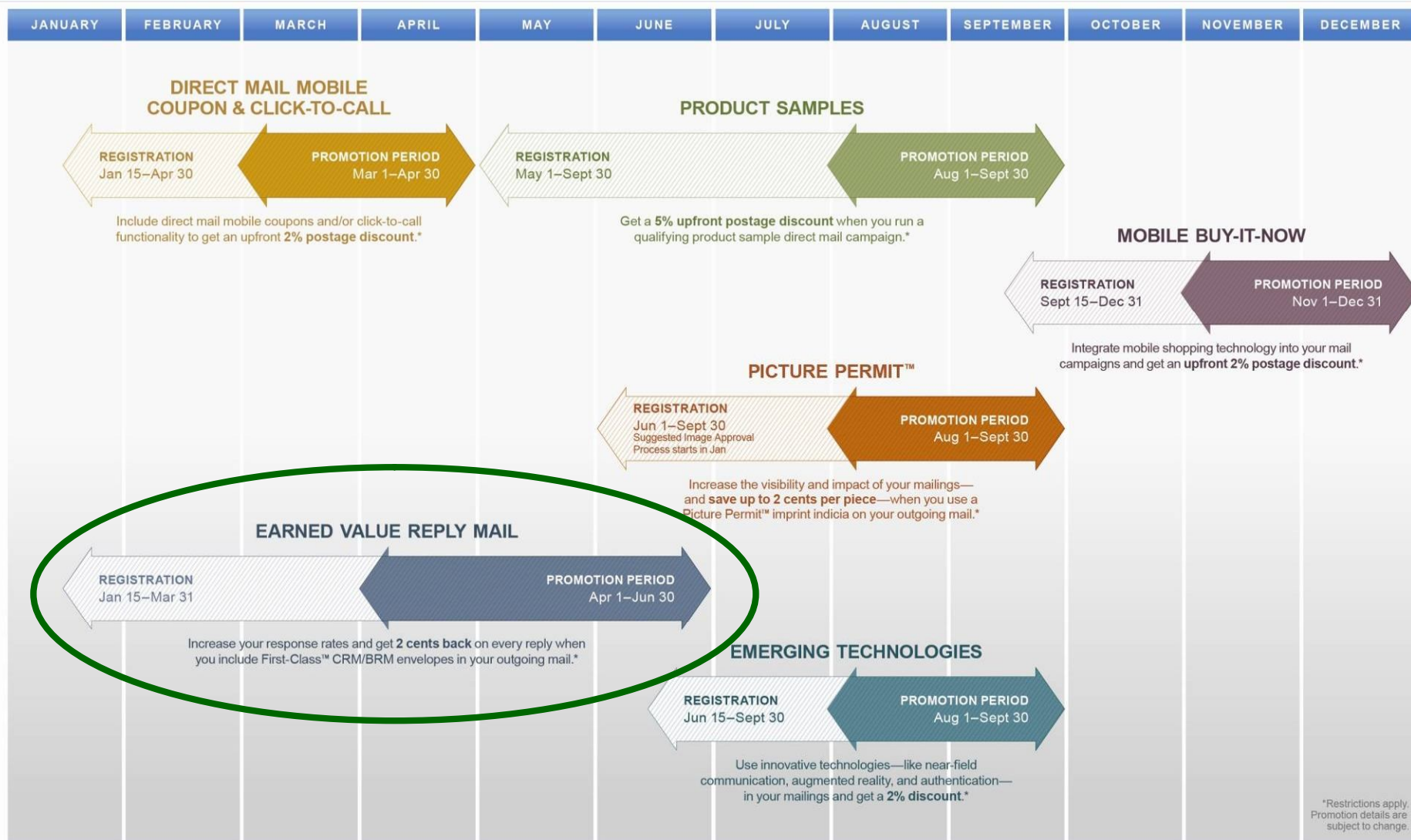








# 2013 Promotions Calendar



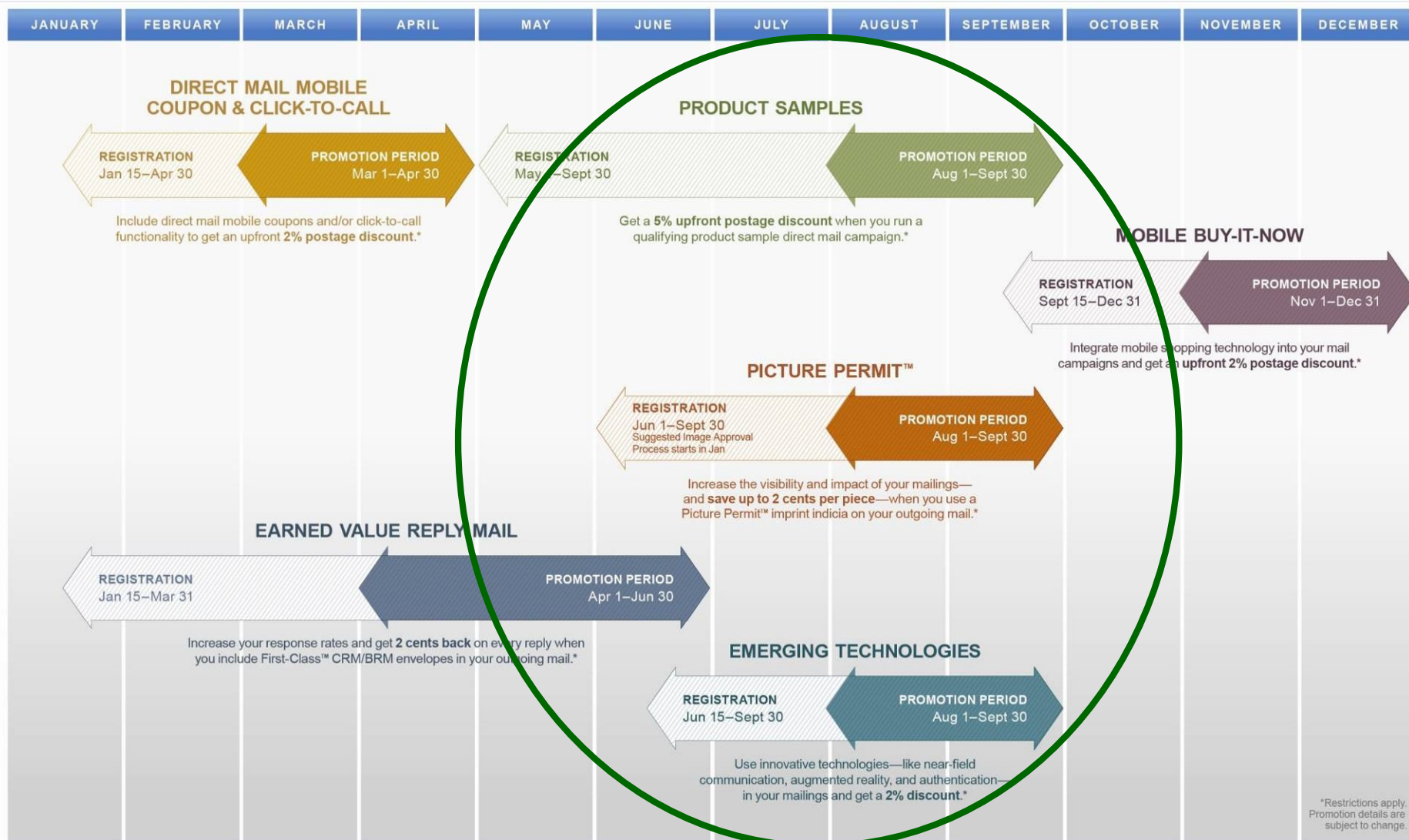
For more information, visit [ribbs.usps.gov/mobilebarcode/](http://ribbs.usps.gov/mobilebarcode/)

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SKU 12SUPCAL001

## Earned Value Promotion

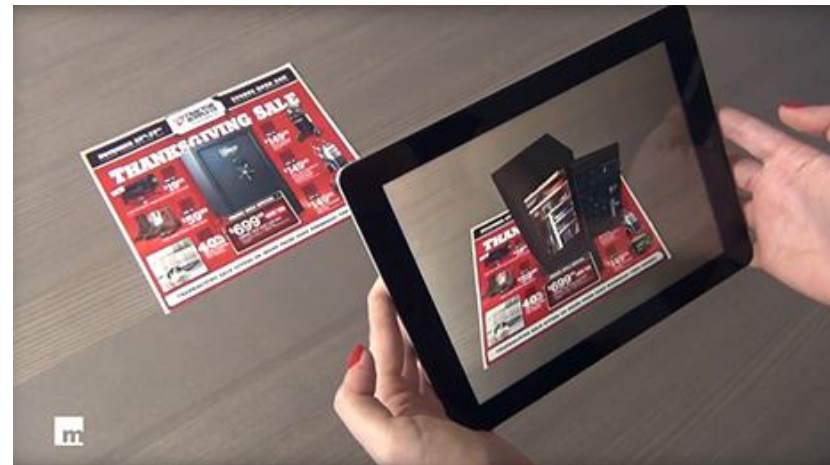
- Customers earned about \$10.7 million in credits
- 68% of acquired credits have been used:
  - 70% for FCM mailings
- Customer Survey Results
  - 277 responses (114 MSPs, 163 mail owners)
  - 63% had never participated in a promotion
  - 65% enrolled to reduce mailing costs
  - Approx 10% increased outgoing reply mail pieces as part of the promotion
  - One third said they would increase their mail volumes due Earned Value credit





## Emerging Technologies Promotion

- **August 1- September 30**
  - Approximately 90 participants
  - Over 1 billion mailpieces qualified for promotion
  - Over \$4.5 M in discounts
  - 8% of eligible Standard Mail volume received the discount
  - Most participants used Augmented Reality



## Product Samples Promotion

- **August 1- September 30**
  - 520k mailings received discount
  - Over \$500,000 in discounts
  - 14% of total marketing parcel volume received discount
  - Limited customer participation
    - Promotion timing & production time made it difficult customers to plan participation
    - eVS constraint
  - Mailers who did participate used the savings to mail more volume

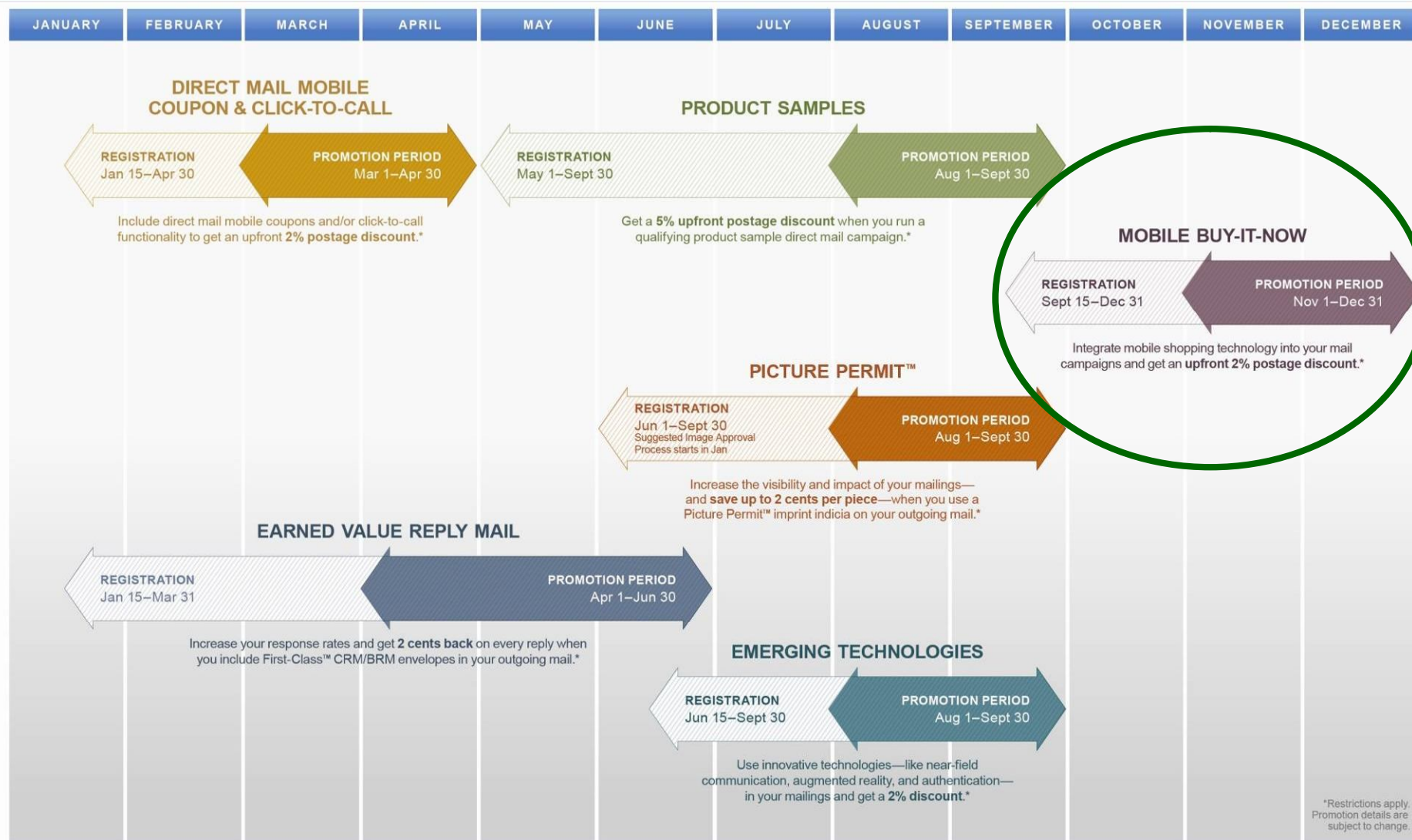




## Picture Permit Promotion

- 10 - mailers enrolled
- 343,461 = volume mailed
- \$4,830 = Picture Permit fees waived





\*Restrictions apply. Promotion details are subject to change.

## Participation to date (12/10)

**Enrollment:** 500+ mailers

**Participating:** 340 mailers

**Volume:** 1.8 billion





# Mobile Buy It Now Promotion

**Email:** [mobilebarcode@usps.gov](mailto:mobilebarcode@usps.gov)

**Web:** <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>  
(Recorded webinar available)

**Promotion  
Registration:** <https://gateway.usps.com/bcg/login.htm>

**Promotion  
Registration  
Dates:** September 15 – December 31, 2013

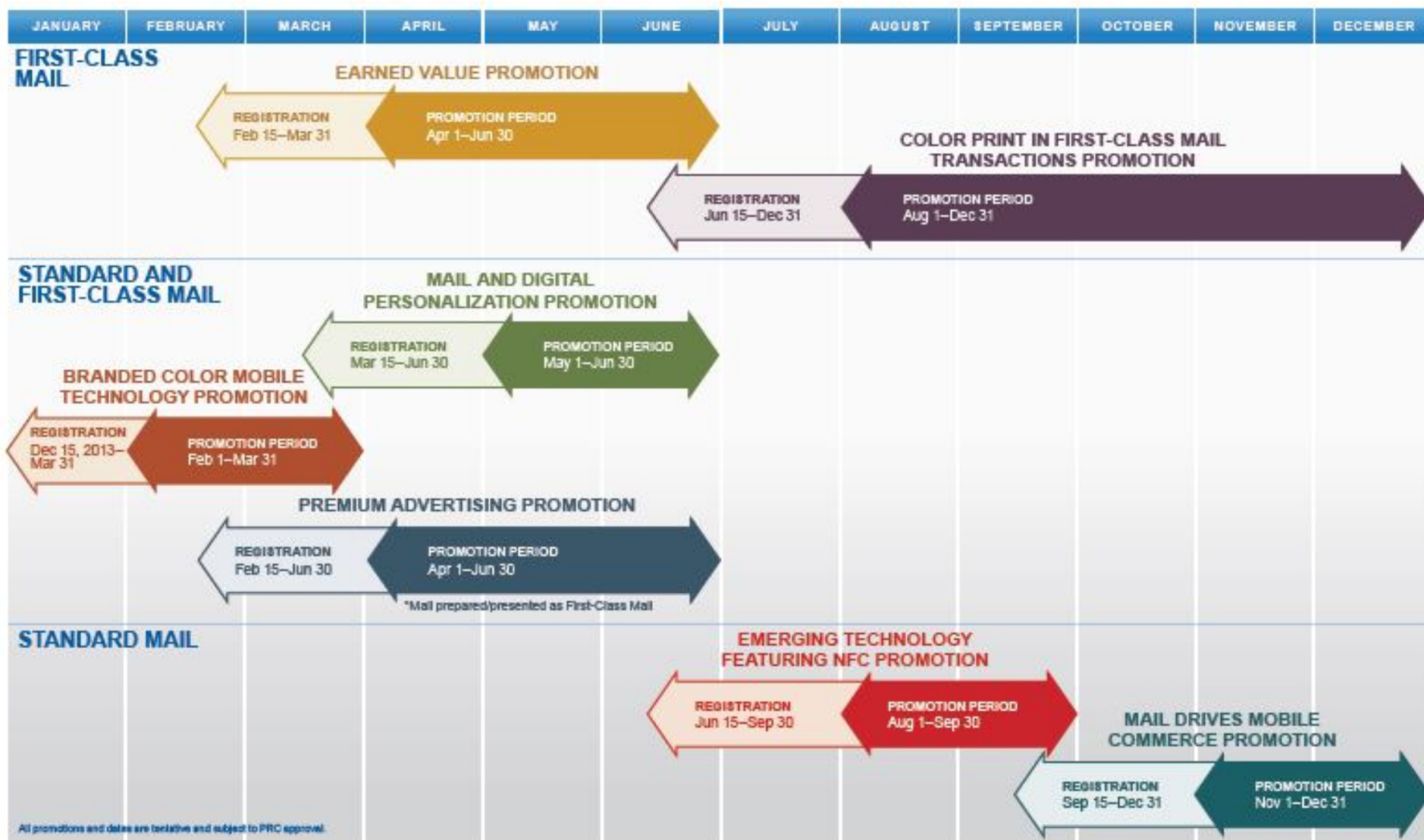
**Promotion  
Dates:** November 1 – December 31, 2013



# 2014 Promotions

- **Mobile Technology Integration**
  - Build upon previous promotions and continue strategy to encourage mailers to integrate direct mail with mobile technology
- **Technology Drives Relevance**
  - Leverage the value of innovative direct mail techniques that are effective but less widely used
- **Leverage Value of First-Class Mail®**
  - Promotions intended to slow the declining volume trends and ensure reply mail and FCM advertising remain a relevant part of the FCM mix





## Branded Color Mobile Technology

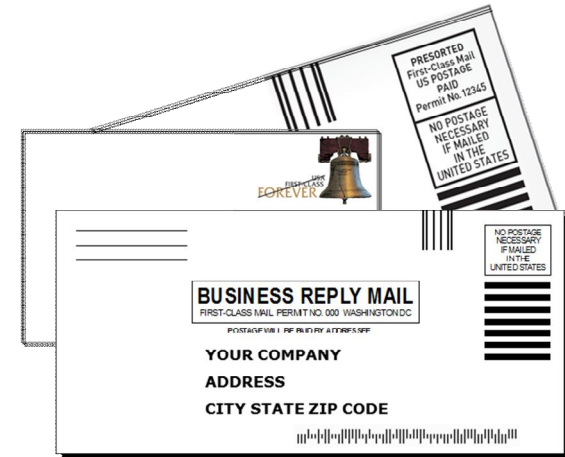
- **Registration** opens December 15
- **Promotion Period:** February – March, 2014
- **Eligible Mail:**
  - Standard and Nonprofit Mail letters and flats
  - First-Class Mail presort and automation letters, cards and flats
- **Discount:** 2% per eligible mailpiece
- Qualifying mailings must include either:
  1. A creative mobile barcode that incorporates **one** of the following:
    - a) two or more colors set against a background *(other than black, gray or white)*
    - b) a trademark or graphic and at least one color *(other than black, gray or white)*
  2. color digital image recognition technology
- Full Requirements posted on RIBBS
- External Webinar planned for January 2014



Scan here with your mobile device for more information.

## Earned Value Reply Mail Promotion

Encourage USPS customers to continue to provide Business Reply Mail® (BRM) and Courtesy Reply Mail™ (CRM) as options for consumers to communicate with them.

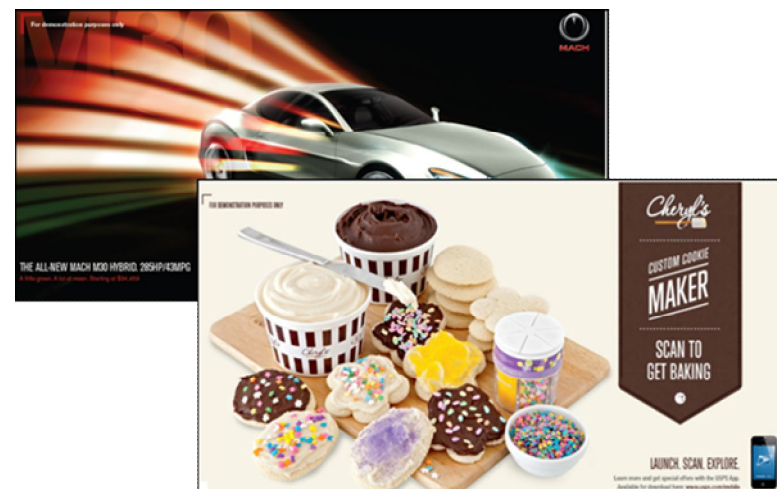


- **Registration Period:** February 15 – March 31
- **Promotion Period:** April 1 – June 30 (Reply pieces counted during this period)
- **Credit**
  - 2 cents credit per eligible, returned CRM or BRM mailpiece.
  - Participants in the 2013 Promotion whose CRM and BRM counts increase in 2014 receive 3 cents per eligible mailpiece
- **Credit Receipt/Redemption**
  - Credit will be applied to the mailer's Permit Imprint account

## Premium Advertising Product Promotion

Promotion offers an upfront discount on First-Class Mail letters composed entirely of marketing or advertising content.

- **Registration Period:** Feb. 15 – June 30
- **Promotion Period:** April 1 – June 30
- **Eligible Mail:** First-Class Mail commercial letters (IMb full-service mailings)
- **Discount:** 15% off eligible FCM postage
- **Eligible Participants:** Customers who mailed \$6 million or more in Standard Mail letter postage in FY 2013
  - Eligible Customers contacted by USPS by Dec 20, 2013
- **Postage Payment:** Permit Imprint only
- **Requirements** now posted on RIBBS



## Mail & Digital Personalization Promotion

- Both the mailpiece and PURL/website must be customized and/or personalized to qualify for this promotion.
- **Registration: March 15 – June 30**
- **Promotion Period: May 1 – June 30**
- **Eligible Mail:**
  - Standard Mail letters and flats
  - Nonprofit Standard Mail letters and flats
  - First-Class Mail presort and automation letters, cards and flats
- **Discount:** 2% per eligible mailpiece.
- **Program requirements** to be posted on RIBBS/usps.com in December





## Mail & Digital Personalization Promotion

### Mailpiece Requirements

- Must be relevant and highly personalized to the recipient, and
- Contents based on, information about the recipient such as:
  - Name
  - Age
  - Birthday
  - Buying behavior
  - Preferences
  - Online behavior
- Must contain PURL/print mobile technology directing recipient to website

### Webpage Requirements

- Urls, or print-mobile technology must lead to a personalized landing page
- Destination webpage must provide highly personalized content
- Must have a unique url that enables the mailer the ability to track and monitor individual mail recipient response and web activity





## Color Print in First-Class Mail Transactions Promotion

Encourage FCM mailers to use color messaging on bills and statements



- **Registration Period:** July 15 – December 31
- **Program Period:** August 1 – December 31
- **Eligible Mail:** First-Class Mail commercial letters (sent in IMb full-service mailings)
- **Discount:** Upfront 2% postage discount
- Mailpiece must have dynamic color printing on the bill or statement
- Color messaging must be marketing or consumer information
  - Color inserts and pre-printed color paper stock, do not qualify
  - Color in transactional fields will not qualify

## Color Print in First-Class Mail Transactions Promotion

1. Pre printed color paper stock does not qualify

2. Color content is marketing or consumer information

3. Color messaging is dynamically printed

**NewWorld Company**  
PIONEER VALLEY REGION

Service Address  
131 LOOP ROAD BLDG 91042  
HURLBURT FL 32544

Total of last account	Processed since last account	Balance brought forward	New charges
	+	=	

3035(MV-7)

16TH STREET MEDICAL GROUP : FIELD BT1  
131 LOOP ROAD BLDG 91042  
HURLBURT FL 32544

**STATEMENT**

☎ 999 9999 – ACCOUNT ENQUIRIES 8:30AM TO 4:30PM  
☎ 999 8888 – SERVICE ENQUIRIES 8:00AM TO 5:00PM

Next statement date: -JAN-05      Account number: 544SI

Total amount due: **\$43.95**

PART NUMBER	DESCRIPTION/DETAIL	REFERENCE
IS0012663	19-MAY-04 Invoice 18-MAY-04 ICABR2926	HURLBURT



**Don't get fixed on a high-rate:**  
ARM rates are now as low as 2.50%\*  
(2.977% APR)

[Click here for more information.](#)

Current	1-30 Days	31-60 Days	61-90 Days	Over 90 Days
\$0.00	\$0.00	\$0.00	\$0.00	\$43.95

NOTE: This is not a bill, just a recap of your account. If you wish to make a payment, please use the payment slip below.

**PAYMENT SLIP**

**Automatic Account Payment:**  
to apply contact 999 9999 or any New World Store.

**Paying by Mail:** Detach this payment slip.  
Make checks out to: **NewWorld Medical Association.**  
Please do not pin or staple check to payment slip.  
Mail both to: **GPO BOX 100, Globecity 1000.**

**In Person:** Present this account intact at your local NewWorld Store

DATE: \_\_\_\_\_

Acct. No. **544SI**

\$




544SI

## Messaging at end of statement

Includes same header or footer as other pages

Messaging within contents of the bill/dynamically printed

Must appear as part of the statement


**Pacific Gas and Electric Company**

**WE DELIVER ENERGY.™**

**Energy Statement**

JOHN SMITH  
 123 YOUR STREET  
 CITY STATE AREA CODE

---

**ELECTRIC ACCOUNT DETAIL**


Service ID #: 0123456789  
 Billing Days: 30 days

Charges  
 Rate Schedule: NEMS XB  
 02/14/2011 - 03/16/2011  
 Net Charges \$12.28

Taxes and Other  
 Utility Users' Tax (5.000%) \$0.60

**TOTAL CHARGES** **\$12.88**

Usage Comparison	Days Billed	Kwh Billed	Kwh per Day
This Year	30	0	0.0
Last Year	30	0	0.0



11

## Emerging Technologies Promotion

Encourage mailers to enhance the value of their mail utilizing Near Field Communication

Other potential technologies still being considered

- **Registration Period:** June 14 – September 30
- **Promotion Period:** August 1 – September 30
- **Discount:** 2% per eligible mailpiece
- **Eligible Mail:**
  - Standard Mail letters and flats
  - Nonprofit Standard Mail letters and flats



## Mail Drives Mobile Commerce Promotion

Encourage marketers and retailers to utilize state of the art mobile purchasing technology with direct mail to facilitate purchases.

**Registration Period:** September 15 – December 31

**Promotion Period:** November 1 – December 31

**Eligible Mail:**

- Standard Mail letters and flats

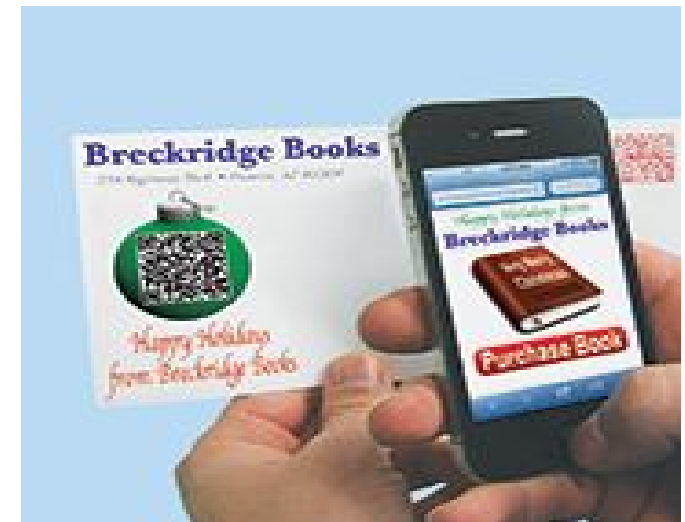
- Nonprofit Standard Mail letters and flats

**Discount:** 2% per eligible mailpiece (Mailers who fulfill packages via Priority Mail may qualify for an additional 1% discount)

**Priority Mail Fulfillment Rebate**

- Additional 1% Standard Mail postage rebate

Eligible mailpieces must include print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website.



## For further information:

**Email:** [mobilebarcode@usps.gov](mailto:mobilebarcode@usps.gov)  
[PremiumAdMail@usps.gov](mailto:PremiumAdMail@usps.gov) (Premium Advertising Promotion)  
[earnedvalue@usps.gov](mailto:earnedvalue@usps.gov) (Earned Value Promotion)

**Fax:** 202-268-0238

**Mail:** US Postal Service  
*Attn: Promotions and Incentives*  
Post Office Box 23282  
Washington, DC 20026-3282

**Web:** <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>  
<https://www.usps.com/business/promotions-and-incentives.htm>



# **2014 Saturation and High Density Incentive**

**Program Period:** January 1 – December 31, 2014

### **Eligibility Requirements:**

- Eligible Products: Saturation, High Density Plus, and High Density letters & flats paid for with a postage permit. Includes EDDM BMEU (not EDDM Retail)
- Mailers must have mailed at least 6 times in from Oct. 2012 – Sept. 2013
- Volume threshold based on CY2013 volumes

Postage credit on incremental volume varies by product:

- Regular Saturation Letters & Flats
- Regular High Density/High Density Plus Letters & Flats
- All Non Profit Saturation, High Density & High Density Plus
- Credit applied to Permit Imprint account in Q2 of FY 2015

## **Timeline**

- Approx. 9,200 eligible customers identified
- Invitation letters mailed on November 12
- Registration period: November 12 - January 31, 2014
- Mid-January - Volume Threshold Report, Certification Form and Threshold Inquiry Form sent to registrants
- March 15, 2014 – signed Certification Form or Threshold Inquiry Form deadline
- December 31, 2014 – Program concludes
- Q2 2015 - Credit applied to Permit Imprint account

For further information:

**Email:** [SatHDIncentive@usps.gov](mailto:SatHDIncentive@usps.gov)

**Websites:** <https://ribbs.usps.gov/mobilebarcode/saturationhighdensity.htm>  
(Includes link to registration page)



**Questions?**